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February 18, 2009

AGENDA ITEM 3a

TO: MEMBERS OF THE HEALTH BENEFITS COMMITTEE

- I. SUBJECT:** Strategic Health Communications – Quarterly Update
- II. PROGRAM:** Office of Public Affairs, Health Benefits Branch
- III. RECOMMENDATION:** Information Only
- IV. BACKGROUND:**

At the December 2008 Health Benefits Committee meeting, the Office of Public Affairs (PAOF) and Health Benefits Branch (HBB) presented to the Committee a proposal to implement a 12-month campaign to increase awareness and educate employees, employers, labor groups, and other constituents about CalPERS health care trends and costs.

PAOF is coordinating key elements of this campaign with monthly data supplied by the Health Care Decision Support System (HCDSS), a key tool for negotiating health premium rates, monitoring health care costs and utilization, and measuring health and wellness outcomes. In collaboration with the Office of Health Policy & Program Support (HPPS), PAOF will implement the campaign in a phased approach based on the availability and subsequent analysis of HCDSS data by HPPS.

Communication Plan

The Attachment to this agenda item is the Communication Plan for the campaign, which includes an overview of our approach, goals, and communication strategies. We kicked-off this campaign by launching the first of a four-part series, "The Anatomy of Your Health Premium," in the winter edition of PERSpective (mailed to members in January). Subsequent articles in this series will follow in the spring, summer, and winter editions. We also featured an article titled, "Premium Ingredients," in the January CalPERS employee newsletter, InCalPERS.

In this campaign, we will base the information we disseminate to our members, employers, and other key stakeholders on the HCDSS data and analysis the Committee receives each month from HPPS. That way, we can keep our constituents up-to-date and in step with the information the Board receives.

Proposed topics for the campaign include:

- Pharmacy – Encourage use of generic vs. brand name drugs, and mail order options for maintenance medications (Feb 2009)
- Provider usage – Reduce chance of being admitted to the hospital by seeing a physician regularly and using emergency rooms appropriately (Mar 2009)
- Preventive care – Promote routine screening exams (Apr 2009)
- Regional variations – Identify variances in high-cost conditions, such as bone and joint disorders and maternity care, at facilities across the State (May 2009)
- Demographics, use and cost – Identify which groups of members are using the system and how, and the cost associated with that usage (Jun 2009)
- Continuum of care – Highlight how effectively providers and members manage chronic illness (Aug 2009)

HPPS will determine subsequent topics in mid-2009.

We are currently developing a central theme and visual treatment for the campaign, which we will weave throughout all of our printed and online education materials.

V. STRATEGIC PLAN:

This item supports CalPERS Strategic Plan Goal 10 – “Develop and administer quality, sustainable health benefit programs that are responsive to, and valued by, enrollees and employers” and Strategic Plan Goal 11 – “Promote the ability of members and employers to make informed decisions resulting in improved lifestyle choices and improved health outcomes.”

VI. RESULTS/COSTS:

The CalPERS costs associated with this item are included in the annual budget of the HBB.

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Attachment